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File

THE
WISCONSIN
ARCHITECT

THE OFFICIAL PUBLICATION OF
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS
WISCONSIN CHAPTER OF THE AMERICAN INSTITUTE
OF ARCHITECTS
BUILDING CONGRESS OF WISCONSIN



Executive Board Meeting

Building Day at Home Show

*Coinurance, Contribution or
Average Clause*

"Designer and Builder"

News of Building Congress Organizations

BETTER SELLING OF BETTER HOUSING

Auspices Milwaukee County Better Housing Program in Cooperation with the State Federal Housing Administration

March 18, 19, 20, 1935, Milwaukee, Wisconsin

Program

MONDAY MORNING and AFTERNOON

March 18, 1935

GREEN BANQUET ROOM
Schroeder Hotel

- 10:00 A.M. REGISTRATION
10:25 A.M. CALL TO ORDER
Wm. F. Eichfeld, General Chairman Milwaukee County Better Housing Program
10:30 A.M. WELCOME ADDRESS
E. C. Fiedler, Director Federal Housing Administration—Wisconsin
10:35 A.M. THE NEED FOR BETTER SELLING OF BETTER HOUSING
Frank R. Bell, Executive Assistant to State Housing Director Federal Housing Administration—Milwaukee
11:00 A.M. HOW TO GET ACTION ON BETTER SELLING IN YOUR COMMUNITY
Henry Guthrie, Industries Advisor Federal Housing Administration Washington, D. C.
11:30 A.M. MAKING A HOUSING SURVEY
Alex Bard, In Charge of Survey Milwaukee County Better Housing Program
11:35 A.M. ALLOCATION OF CONTRACTORS
Walter Richter, In Charge Allocation Milwaukee County Better Housing Program
11:40 A.M. DISCUSSION
12:20 P.M. to 2:00 P.M. LUNCHEON
Main Dining Room—Schroeder Hotel
2:00 P.M. GENERAL DISCUSSION ON ORGANIZATION OF CLASS "A" CITY MEETINGS
D. F. MacLeod, Director Milwaukee County Better Housing Program
Routine and Necessary Materials
2:45 P.M. GENERAL DISCUSSION ON DATES, SPEAKERS, ETC.
3:00 P.M. NEW CONSTRUCTION—TITLE II
Roger C. Kirchhoff, Supervising Architect Federal Housing Administration, Milwaukee, Wisconsin
4:00 P.M. IMPROVEMENT IN BANK COOPERATION AND BETTER UNDERSTANDING OF MODERNIZATION and BROADENING OF BANKING SERVICE TO COMMUNITY
Geo. Kiewert, Manager of Modernization Credits Federal Housing Administration—Milwaukee
4:20 P.M. BAD LEADS
Milwaukee County Better Housing Program
4:25 P.M. HOW THE BUILDING & LOAN, REAL ESTATE AND INVESTMENT COMPANIES CAN HELP YOUR PROGRAM
Robert C. Wahl, Supervisor Milwaukee County Better Housing Program
4:30 P.M. DISCUSSION
5:00 P.M. DINNER

EVENING — 8:00 P.M.

PUBLIC MUSEUM LECTURE HALL
North 8th Street

- Three Blocks West on W. Wisconsin Avenue and One-Half Block North on North 8th Street
8:00 P.M. CALL TO ORDER
Wm. F. Eichfeld, Chairman Milwaukee County Better Housing Program
8:05 P.M. INTRODUCTION OF STATE DIRECTOR
E. C. Fiedler, Director
8:07 P.M. ANNOUNCEMENT OF NEW VISOMATIC DEMONSTRATION FOR ARCHITECTS, CONTRACTORS, BUILDERS AND DEALERS
8:08 P.M. VISOMATIC DEMONSTRATION
8:25 P.M. REMARKS AFTER VISOMATIC DEMONSTRATION

- 8:30 P.M. TALK BY REPRESENTATIVE OF COOPERATING BANKS
Roy L. Sproc, V. P. First Wisconsin
8:45 P.M. BETTER SELLING OF BETTER HOUSING
D. E. Bader, Dist. Sales Mgr. Sherwin-Williams, Chicago
9:30 P.M. COMMENT ON SPEECH
Wm. F. Eichfeld, Chairman
9:40 P.M. REMARKS
Henry Guthrie, Industries Advisor Federal Housing Administration Washington, D. C.
9:55 P.M. DISCUSSION
Selling Improvements on the Farm—C. A. Witzel, F. H. A., Madison
10:30 P.M. CLOSE OF MEETING
Wm. F. Eichfeld

TUESDAY EVENING

March 19, 1935

PUBLIC MUSEUM LECTURE HALL
North 8th Street

- 8:00 P.M. CALL TO ORDER
Wm. F. Eichfeld, General Chairman Milwaukee County Better Housing Program
8:05 P.M. OPENING REMARKS AND INTRODUCTION OF SPEAKER
8:15 P.M. "ORGANIZATION FOR SELLING"
Geo. Ackerman, Promotional Engineer Chase Brass & Copper Company
L. M. Scott, Branch Manager Sherwin-Williams Company
A. L. Klug
Johns-Manville Company
8:45 P.M. THANKS TO SPEAKERS AND REMARKS ON SPEECH
8:50 P.M. "MODERNIZING MAIN STREET"
Henry Guthrie, Industries Advisor Federal Housing Administration Washington, D. C.
9:15 P.M. REMARKS ON SPEECH
9:17 P.M. "INSPECTION AND ESTIMATING"
9:40 P.M. ANNOUNCEMENT COVERING THIRD MEETING
9:42 P.M. HOW TO USE ADVERTISING IN PLANNING FOR BETTER SELLING
Harry Hall
Klau-Van Peterson-Dunlap-Association, Inc.
10:05 P.M. CLOSING REMARKS
By Chairman
10:07 P.M. DISCUSSION
Led by Henry Guthrie, Industries Advisor Federal Housing Administration Washington, D. C.
10:30 P.M. OFFICIAL CLOSE OF MEETING
Wm. F. Eichfeld

WEDNESDAY EVENING

March 20, 1935

ENGELMANN HALL
Milwaukee Auditorium
5th Street Entrance

- 8:00 P.M. CALL TO ORDER
Wm. F. Eichfeld, General Chairman Milwaukee County Better Housing Program
8:05 P.M. NEW CONSTRUCTION, AMORTIZED MORTGAGES AND INSURED
Percy Wilson, Regional Director Federal Housing Administration, Chicago, Illinois
9:50 P.M. REMARKS
Henry Guthrie, Industries Advisor Federal Housing Administration, Washington, D. C.
10:00 P.M. CLOSING REMARKS
William F. Eichfeld, General Chairman
ADJOURNMENT

When Corresponding With Our Advertisers Please Mention The Wisconsin Architect

THE WISCONSIN ARCHITECT

OFFICIAL PUBLICATION
THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS

Vol. III, No. 3

An Organization Promoting the Best Interests of the Profession by United Action

March, 1935

NEWS FROM THE DISTRICTS

Fifth District News

The eighth meeting of the Fifth District of the State Association of Wisconsin Architects was called to order by the President, Rudolph R. Jahn. There were thirteen members present and three visitors, making a total attendance of sixteen.

Committee reports were called for.

Practice Committee: Frank Stepnoski, Chairman, reported investigation of several cases in the district. After some discussion, it was suggested that cases of practice violation be settled as far as possible with good feeling by means of personal interview. It was urged that all cases of practice violation that are reported be factual and not hearsay and be accompanied by evidence or other proof.

Edgar Stubenrauch gave a brief report of the work being done by the Standard Practice Committee of the State Association with the intent of raising the general standards of work done within the profession. It was recommended that we heartily endorse the work being done by the Standard Practice Committee.

Julius Dreger raised the question of plans for farm buildings and residences being furnished free to farmers by the State through the County Agent. It was suggested that Mr. Dreger get more evidence regarding this practice and that the practice committee investigate.

Informal discussion followed regarding higher professional standards of practice.

It was voted that William Rauber provide a speaker for the next regular meeting which will be held in Manitowoc.

Following the meeting, the Judgment was held of an elementary rendering problem done by the new atelier in the office of Auler, Jensen

& Brown. The Jury consisted of Harold P. Satre, L. C. Senescall, Fred P. Brandt, Frank J. Stepnoski, and Wallace H. Brown.

FREDERICK C. STEINHAUS,
Secretary.

Seventh District News

The regular monthly meeting of the Seventh District of the State Association of Wisconsin Architects was held at the Builders Exchange on February 20, 1935, with fifty members present.

Urban Peacock, reporting for the Legislative Committee and the Mayor's Advisory Council, spoke on the proposed consolidation of the City and County Park Boards, action on which is still pending.

Arthur Kienappel, reporting for the Employment Committee mentioned that some appraisers had been appointed but were being selected from the Department of Outdoor Relief registers.

Carl Meyer, chairman of the Entertainment Committee announced that the next meeting would be a

noon luncheon meeting at the Republican House on the 19th of March.

A motion was made by Urban Peacock, duly seconded and carried to allow the speakers of the evening to proceed before new business be taken up.

Mr. Ackerman of the Chase Copper & Brass Company spoke on title two of the National Housing Act.

Mr. Brevick, a representative of the Portland Cement Association addressed the meeting, projecting lantern slides showing the possibilities of concrete masonry units in building construction and design.

Wm. G. Redden tendered his resignation as president of the Seventh District, which was accepted by a unanimous vote. Arthur Kienappel, Vice President, automatically becomes president of the 7th district.

Arthur Seidenschwartz again made an urgent appeal for dues. There are more men employed than last year; yet the dues sent in are only half of what they were a year ago, he stated.

FRED A. WEGNER, Secretary.

MARCH CALENDAR

TUESDAY, MARCH 19—

Meeting of District No. 7, Republican House, 12:15 P. M.

THURSDAY, MARCH 28—

Meeting of District No. 6, Memorial Union Building, Madison, 6:15 P. M. in the Lex Vobiscum Room.

WEDNESDAY, APRIL 10—

Meeting of Wisconsin Chapter, A. I. A., City Club, Milwaukee, 12:15 P. M.

FRIDAY, APRIL 19—

Meeting of State Executive Board, City Club, Milwaukee, 12:15 P. M.

A. I. A. Convention

The annual convention of the American Institute of Architects will be held in Milwaukee, May 21, 22, 23 and 24.

Arrangements for the convention are being handled by the Wisconsin Chapter of the Institute. Committees are hard at work planning their part of the activities. The April issue of THE WISCONSIN ARCHITECT will carry more information concerning the place, the events, the purposes and the procedure. The program for the convention will be incorporated in the May issue of the magazine, and a copy will be given to each delegate.

THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin Architects

The Building Congress of Wisconsin

Wisconsin Chapter, The American Institute of Architects

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NOTES ON THE FEBRUARY MEETING OF THE STATE EXECUTIVE BOARD

ARTHUR SEIDENSCHWARTZ, Secretary

Minutes of the Executive Board meeting of the State Association of Wisconsin Architects, held at the City Club, Milwaukee, Friday, February 15, 1935.

Meeting was called to order by President T. L. Eschweiler at 1:00 P. M.

The following members were present: T. L. Eschweiler, Henry Auler, Roger Kirchhoff, Edgar Stubenrauch, Edgar Berners, Wm. Herbst, Fitzhugh Scott, Herman Buemming, Leigh Hunt and A. L. Seidenschwartz. Represented by proxy were Ellis Potter, Max Schober and Henry Foeller. Leo Brielmaier, A. W. Bayer and Peter Brust were absent.

Committee Reports

Constitution and By-laws: Wm. Herbst reported that the Association is all set for membership in the A. I. A. and that all requirements have been complied with. The Association is waiting for notice from the A. I. A. and expects to be admitted to membership before the National Convention to be held in Milwaukee in May of this year.

Practice Committee: Chairman Edgar Stubenrauch has again contacted the Industrial Commission relative to plans and specifications. He read a tentative outline covering what he thought would be necessary for a good set of plans and specifications for submission to the Commission for building approval and what an Owner should be entitled to from his Architect. Mr. Stubenrauch was asked to prepare copies and send them to the members of the Board for further study before turning them over to the Commission.

Building Congress: T. L. Eschweiler reported that the annual meeting of the Building Congress had been postponed until some day during the Home Show in March, that details were being arranged and that a complete report would be out later.

The secretary reported that at the last Building Congress meeting Mr. Porth of the Tax Limitation League asked the Congress for the support of the Building Industry and that each branch send self-ad-

ressed envelopes so that they can send their message direct to every member. It was moved by Fitzhugh Scott and seconded by Leigh Hunt that the secretary send the League a copy of our membership address list. Motion carried.

Resolution No. 2. Chairman Henry Auler reported that he does not get the proper co-operation from the Architects who have made complaints relative to unfair competition from manufacturers.

Special Committees: The secretary reported for the lecture committee. The secretary is collecting photos and data and will make a further report at the next meeting.

New Business

It was reported that a certain District was considering the adoption of a schedule of minimum Architectural charges below that adopted at the Annual State Convention at Oshkosh in October 1933. It was moved by Fitzhugh Scott and seconded by Herman Buemming that the secretary write a letter to each District informing them that no minimum charges other than those adopted at the convention mentioned could be used. Motion was carried.

Leigh Hunt also reported that many firms would like to advertise in the May convention number. Owing to the 40 per cent restriction clause with the publisher, it would be impossible to accommodate the advertisers in this number. He was instructed to use his own judgment in regard to the May issue.

The secretary read an invitation received from the Wisconsin Lumbermen's Association, inviting the Architects to attend the exhibits at the Auditorium. The secretary stated that he would write the Lumbermen's Association to have them send guest badges to all the members of the Board. The secretary also presented a copy of the Lumbermen's monthly magazine. Henry Auler suggested that the Association ask to be placed on the mailing list of the Lumbermen's Association. The secretary stated that he would apply.

There being no further business to come before the meeting same was adjourned at 3:15 P. M.

IS ARCHITECTURE IN AMERICA NEW?

The other day we heard a lecture by a prominent eastern architect, who has been most successful in the designing of residences.

His first topic was "The Architecture of Thomas Jefferson," which he illustrated. He emphasized the livableness of the Jefferson houses, the spaciousness of the rooms and their goodly ceiling heights.

Thomas Jefferson was a gentleman architect. He practiced many, many years ago and, we assume, without much compensation. Although he copied, but with the liberal interpretation necessitated by the materials at hand, in our opinion he did quite well.

"Then," said the lecturer, "came the Greek revival, the jigsaw period of the '80's, the renaissance of the '90's and the skyscrapers."

We have a vivid picture of the apartment building of the '90's with many small rooms and pantries and closets and what-nots. We thought this method of living cramped compared to the houses which they succeeded, but we had only seen the beginning. The increased cost of land and larger incomes, coupled with the more diligent use of the can opener, produced smaller and smaller apartments, until the city dweller lived in one room with three closets, kitchenette, bathroom and bed closet.

In "Observations of an English Visitor," under the title of "New Architecture in America," appearing in the February issue of the "Architectural Record," John Gloag says that "we are very much further ahead as the result of this depression, because the young architects have been able to solve all sorts of small house problems — things that never had bothered them before, such as the working parts of a house, the kitchen, the bathroom, etc. He suggests consulting this younger generation, men under thirty years, on the mass production of fabricated houses, claiming that, if we do, we, the people of the United States, will have homes which will

be the envy of the world.

America is not always comprehensively observed by our foreign visitors in a hurried trip through New York, Chicago and our urban centers.

If European homes and our well designed American ones were to be stripped of their picturesqueness and livableness and bow to the machine age, it would be a calamity. For it is not a question of how cheaply and how compactly mass production can produce roofs over our heads, but how comfortable and how homelike housing can be without abandoning art and economy. That is important.

History shows us that the architecture created by the demands of business and social life has changed in cycles since the first recording by man of his achievements. To say that nothing which has been done in the past is worthy of consideration is a little hard to understand, when the only difference between modern architecture of today and its brother of yesterday is the elimination of columns and period ornaments draped on the exteriors of our buildings.

One of our eminent architects once stated that "Form Follows Function." If the Supreme Court Building of the United States at Washington, D. C., were stripped of its columns and cornices and other renaissance features, we doubt if it would necessarily have to be changed in plan in order to be modern and still function as a useful building.

What we believe to be the most important work of the architect of today is to modernize existing buildings to save them from obsolescence. This has been very well illustrated in our magazines during the past months. We believe that most property owners will find it a far sounder financial policy to recondition their buildings to bring in a needed income than it would be to raze the buildings in order to save taxes and cut expenses.

Mr. Gloag, in his last paragraph,

states that an architect who builds in an architectural style is only a decorator.

Just how do we classify the so-called modern architecture of this day? Are flat roofs the most beautiful roofs, the most practical? Should buildings forty stories high be built with emphasis on vertical lines only? Or should they be built with emphasis on horizontal lines?

What will be the result of the modern school on our future architecture? No one knows. If well done, modern architecture is not cheap. Sir Raymond Unwin stated in a talk given before the architects of Milwaukee a while back that an architect is expected to add two and two to make five. He must do more than make plans.

That American architecture is going to be influenced by forced economy and the machine age we do not doubt, but we do not believe that the American people, who, after all, dictate their wants, are going to be satisfied with anything but the best from the architectural profession in the United States.



Building Day at the Home Show

Wednesday, March 20th, has been designated by officials of the Home Show as "Building Day." All members of the construction industry are invited to attend on this day particularly. Secretaries of the various associations in the Building Congress will write letters to this effect to their members. Upon presentation of one of these letters, tickets may be obtained at the West ticket office of the Milwaukee Auditorium on Kilbourn Avenue at the reduced rate of twenty-five cents.

At 4 o'clock, Wednesday, all members of the construction industry are asked to assemble in the main arena to hear a talk by Henry Guthrie, District Advisor of the Federal Housing Administration, Washington, D. C. Following this talk, those present will be conducted on a specially arranged tour of the Home Show exhibits.

At 6 o'clock, all members of the construction industry are invited to the annual dinner meeting of the Building Congress of Wisconsin in Market Hall. The price of the dinner will be seventy-five cents. After adjournment of this meeting there will be a final session of the Housing Administration program in Engelman Hall.

COINSURANCE, CONTRIBUTION OR AVERAGE CLAUSE

What It Is - Why It Is - And How It Works

To start with, it might be well to state what it is not: When your policy contains an eighty per cent. (80%) clause of this kind, or a 90%, or a 50% clause—sometimes called a "Contribution Clause" or a "Reduced Rate Agreement"—it does not mean that you collect only 80% or 90% or 50% of your loss, as the case may be. It is simply an agreement that you will carry insurance on your property equal to 80% or 90% or 50% of its value.

"Why It Is," is a little more difficult for the average layman to understand. Without giving the subject much thought, your friend may say, "My property is worth \$10,000, and if I wish to carry only \$1,000 insurance on it, that should be my privilege." Right—it is his privilege; but he must pay a higher rate for it. Why? Because not all fire losses are total; that is, not all of the property is destroyed or made valueless. If all the losses were total, there would be no need of coinsurance, and the rates of insurance premiums would, from necessity, be very much higher. In point of number, most fires result in partial losses. Fires resulting in 1% damages to properties occur much more frequently than fires resulting in 10% damages, and 10% damages are more numerous than those losses resulting in 50% damages. The least frequent of all are the fires resulting in the total destruction of the properties insured.

It will be plain that if only \$1,000 insurance is carried on a \$10,000 property, the insurance loss would be total of the amount insured in a much greater number of instances than would be the case if the property were insured for \$8,000; and the amount of loss paid per \$1,000 of insurance is reduced in proportion as the total amount of insurance carried approaches the value of the property insured.

"But how does this affect my insurance?" your friend will ask.

"Well it's this way," you say. "The rate of premiums charged by

insurance companies takes into consideration all of these loss possibilities; that is, in a given number of risks of, say 1,000, there may occur one hundred 1% losses, twenty 10% losses; five 50% losses, and two 100% losses. This, of course, is not an accurate assumption, for the ratios vary constantly, but it will do for a basis of calculation. Now, suppose that each one of these properties is worth \$10,000 and insured for that amount.

1,000 x \$10,000 = \$10,000,000 insurance			
One Hundred	1 % losses	=	\$10,000
Twenty	10 % "	=	20,000
Five	50 % "	=	25,000
Two	100 % "	=	20,000
			\$75,000

That is, for each \$100 of insurance, 75c. in loss is paid out.

"Now, take this same case of 1,000 properties, worth \$10,000 each, but insured for only \$1,000 each, and see how it will work out, without coinsurance:

One Hundred	1 % losses	=	\$10,000
<small>(That is 1% of the value of each, not 1% of the amount of insurance.)</small>			
Twenty	10 % losses	=	20,000
Five	50 % "	=	5,000
<small>(The Individual loss is actually \$5,000, but as there is only \$1,000 insurance only \$1,000 is paid on each.)</small>			
Two	100 % losses	=	2,000
			\$37,000

"The insurance of \$1,000 on each of the same 1,000 properties produces this time only \$1,000,000 of insurance, and on this calculation, for each \$100 of insurance written, —\$3.70 is paid out. Thus, you see, in these two examples of the same number of properties, of the same value, with the same losses, in one case, the insurance pays nearly five times as much as in the other. Insurance carried must be in proportion to the value of the property insured.

"As insurance companies cannot be continually appraising your property and be continually checking up your insurance policies to see

that proper insurance is carried (the cost and the annoyance to you would render such a course prohibitive), they use the Coinsurance, Contribution or Average Clause, which is an agreement on the part of the insured to maintain insurance on his property equal to the given percentage. Without this clause, considerably higher rates would have to be charged.

"How It Works" in the case of the 80% Clause. (For other percentages merely substitute the higher or lower percentage.) It is simply a proviso that insurance, at least equivalent to 80% of the value of the property, shall be maintained. If this is done, the full loss, up to the amount of the insurance, will be paid.

"If you have less than the required insurance, and the loss equals, or exceeds 80% of the value, you collect the full amount of your policies; but if the loss is less than 80% of the value, you collect the following percentages of the loss, depending on the insurance carried, and, of course, not exceeding the total amount named in the policies:

"If the insurance carried equals only 50% of the value and you guarantee to maintain 80%, you collect 5/8 of the loss, if the insurance is 60% you collect 6/8 of the loss,—if 70%, you collect 7/8 of the loss,—if 80% or more, you collect 8/8, or the full amount."

You always collect the full amount of your insured loss if the insurance maintained is equal to or exceeds the agreed percentage of the value of the property.

Acoustics Cause Delay

Architects, contractors, members of the construction industry at large wait with bated breath. There will be no house-warming at the new offices of Edward T. VerHalen until the ceiling receives proper acoustical treatment.

Edward T. VerHalen, Incorporated, is now quartered in a ground floor suite of the A. B. C. Kortsch Storage Co., 2409 North Maryland Avenue. If we promise to modulate our voices, perhaps the Maryland Avenue Association for the Advancement of Silent Business will permit us to stage a surprise house-warming — without benefit of acoustics.

Architects for PWA Chicago Housing Projects

Secretary of the Interior Ickes has appointed the following Chicago architects to cooperate in the development of plans for the three PWA Housing Division projects. Locations and boundaries of these three projects were published in the December-January Bulletin. The architects appointed are:

WEST SIDE: John Holabird, coordinator. Major group: Mundie & Jensen, Armstrong, Furst & Tilton, Ernest Grunsfeld, Jr., Philip Maher. Associate group: Ralph Huszagh, Chester Walcott, Fred Hodgdon, John Merrill, Melville Chatten.

SOUTH SIDE: Clark Wright, coordinator. Major group: Nimmons, Carr & Wright, Childs & Smith, Holsman & Holsman, McNally & Quinn, Charles Bohasseck. Associate group: William P. Doerr, Olsen & Urbain, Lawrence Perkins, Shattuck & Laver, Walter T. Bailey.

NORTH SIDE: Robert DeGolyer, coordinator. Major group: Quinn & Christiansen, Tallmadge & Watson, White & Weber, Hubert Burnham, Hugh Garden. Associate group: Edwin H. Clark, Lowenberg & Lowenberg, Mayo & Mayo, Roberts & Roberts.

(March Issue, Illinois Society of Architects, Monthly Bulletin)

"Tie-To" to Continue Operations

The "TIE-TO" Insert Co., 2140 South Layton Boulevard, Milwaukee, manufacturers of the nationally known Metal Lath Hanger and Masonry Veneer Anchor line, which was originated, patented, and marketed by the late Daniel B. Danielson, will continue to operate and serve the Building Industry as it had prior to Mr. Danielson's death.

The firm will be under the active management of Mrs. Daniel B. Danielson, Emil L. Shodeen, and Karl P. Grassberger; the latter two of whom were associated with Mr. Danielson for a number of years.

Notice

When writing to the State Association of Wisconsin Architects, please address:

c/o Arthur L. Seidenschwartz
2104 North 64th Street,
Wauwatosa, Wisconsin.

A "DESIGNER AND BUILDER" IS AN ARCHITECT

"... the public safety and health may well depend on the proper design and supervision of construction of a dwelling or public building."

The above statement, embodied in an article in the February issue of *American Architect*, is the principle behind a recent decision of the California Superior Court, San Francisco County.

The decision of the Court was as follows:

"Appellant was accused of advertising by displaying a sign indicating that he was an architect or qualified to engage in the practice of architecture without first having obtained a certificate from the State Board of Architectural Examiners so to do, thereby violating Sec. 5, Chap. 983 of the Statutes of 1933. The sign in question contained the name of the appellant and the words 'Designer and Builder.' Sec. 5 of the Act provides in part as follows: 'to advertise or put out any sign . . . which might indicate to the public that he is an architect or that he is qualified to engage in the practice of architecture.'"

"It will be noticed that this statute uses the words 'might indicate,' meaning that if there is a reasonable possibility that the public could accept the sign as indicative of architectural qualification, a violation of the statute has occurred. The word 'Designer' coupled with the word 'Builder' indicates that the advertiser is a builder and a designer of buildings. Used in that sense the word designer is somewhat synonymous with the word architect, and hence might reasonably be understood by the public as indicating that the advertiser is qualified to engage in the practice of architecture.

"Appellant contends that this advertisement could only mislead temporarily. It is clear, however, that the legislature intended from the language used that such advertisements should not mislead at all.

"Architecture is defined in the New Standard Dictionary as the science of designing and constructing buildings with reference to adaptation to their ends and to beauty of form and proportion. One who holds himself out to the pub-

lic as a designer and builder is offering his services to design and make plans and drawings for the construction of buildings; and in the interest of public safety, he may properly be required to procure a certificate evidencing his qualifications for the employment which, by means of his sign or advertisement, he is soliciting.

"The advertisement does not come within the many exceptions set forth in Sec. 5. It is possible that an unlicensed person may 'furnish plans, drawings, specifications, instruments of service or other data for labor and materials to be furnished by such person, either alone or with sub-contractors, for store fronts, interior alterations or additions, fixtures, cabinet work, furniture, or other appliances of equipment,' etc.; but there is nothing in the advertisement that limits this advertiser to such work."

This statute does not, of course, apply to advertising by a properly registered architect, however unethical others in the profession might consider such action. It applies to the man who is not qualified under the California Architects' registration law to practice architecture but who represents himself to the public as so qualified.

Milwaukee County Painting and Decorating Contractors' Association

The regular meeting of the Milwaukee County Painting and Decorating Contractors' Association was held at the Hotel Pfister, February 5, 1935.

Mr. Ed. E. Gunn, Assistant State Director of Vocational Education, the guest speaker at this meeting, gave a very interesting and inspiring talk on the training of apprentices in the painting, paperhanging and decorating industry.

Mr. Leigh Hunt, prominent architect and Editor of *THE WISCONSIN ARCHITECT*, and Mr. John Holbrook, Publisher, also attended this meeting. Mr. Hunt advised members present of the benefits that could be had through co-operation by all crafts of the building industry, and the benefits that can even-

tually be had through the publication of THE WISCONSIN ARCHITECT, official publication of the State Association of Wisconsin Architects, Wisconsin Chapter of the American Institute of Architects, and the Building Congress of Wisconsin.

President Surges announced that committees representing our craft in the entire state of Wisconsin had been appointed to draft a license bill, which is to be presented at the next legislature.

One of the features of each meeting is the program put on by the Educating Committee. It is the plan of this committee to teach its members how to figure all branches of work in our craft.

Next regular meeting to be held March 19, 1935.

JOHN A. KREMER, *Secretary.*

Heating, Piping and Air Conditioning Contractors' Association

Tuesday evening 2/26/35 at 7:30 P. M. there was a joint gathering of the Heating, Piping & Air Conditioning Contractors Milwaukee Association and Members of the Steamfitters & Helpers Union Local No. 601 in the Auditorium of the Milwaukee Boys Technical High School for the purpose of reviewing Slides and Films on Pipe Welding and explaining the interest of the Heating, Piping And Air Conditioning Contractors National Association Welding Committee.

The speaker, John S. Jung, complimented this school on its welding set-up, for they have realized the importance of special classes in welding for each trade in which the welding process is employed.

The pipe welding class in this school is for the Steamfitter and His Helper or Learner, because in the Heating & Piping Industry a Pipe Welder must know all the intricate problems of the many modes of Heating Systems, and Welding of piping therefore is subservant to the Steamfitters' general knowledge of correct erection of piping systems for Heating, Ventilating & Air Conditioning.

Mr. Ziegenhagen, the Vice-Principal of the Day School and Prin-

THE ENFORCEMENT OF STATE REGULATIONS BY STATE AND MUNICIPAL OFFICIALS

(Continued from December issue)

Most of the regulations prescribed by the Industrial commission are contained in general orders which are of state-wide application, although the commission has power to issue special orders. The commission's orders are published in the official state paper and take effect 30 days after publication. (Sec. 101.14). The commission also is authorized to make rules and regulations governing the procedure in all matters over which it has jurisdiction. (Sec. 101.10 (7)).

The Public Service Commission

This Commission likewise is authorized by the statutes to make and enforce certain regulations

which after publication in the official state paper have the effect and force of law. These regulations likewise are issued in pamphlet form and copies may be had upon application. They are known as

Standards for Gas and Electric Service in the State of Wisconsin

Standards for Telephone Service in the State of Wisconsin

General Orders respecting Construction of Lines and Generating Stations by Electric Public Utilities

General Orders respecting Construction of mains, wells,

cipal of the Mechanic Institute, graciously invited our two organizations to the use of the facilities of this School and between films added several Organ selections by his School Organist which blended in very nicely.

After the showing of Films, Mr. Ziegenhagen turned our two organizations over to the Welding Instructor, Mr. Emil Soike, who in turn invited us to see the night class for the Journeymen Steamfitters and Helpers in Pipe Welding in actual operation. Considerable interest was aroused among the Contractors and Journeymen and the consensus of opinion was that this was one evening well spent. The Joint Committees are indebted to the Linde Air Products Company for the Films and Mr. John Zink, Chairman of our National Welding Committee, for the Slides.

JOHN S. JUNG
JOS. H. VOLK

For the Contractors

WM. ARNDT
ARTHUR OLSEN

COMMITTEE:

For the Journeymen

F. W. ZIEGENHAGEN,
Vice-Principal
EMIL SOIKE, *Instructor of*
Pipe Welding

General Contractors' Association

Note: The following is a release from The Wisconsin State Administrative Agency; Divisional Code Authority for General Contractors, Inc.

Recent decision of the Supreme Court in Wisconsin in which State codes have been ruled illegal, applies only to State codes in Wisconsin, and does not affect operations of the National codes of fair competition for the construction industry.

In this connection, we wish to call the attention of general contractors in all divisions, building, highway, heavy construction and public works that *Chapter II, which is the code of fair competition for general contractors is in full force and effect.* This condition likewise obtains for Chapter I which is the Code of Fair Competition for the Construction Industry as a whole.

Under the Code of Fair Competition for General Contractors it is also necessary that duplicate copies of all competitive contract bids be filed with the respective bid depositories which have been established in the several districts throughout the state.

WISCONSIN STATE ADMINISTRATIVE AGENCY

D. C. A. FOR GENERAL CONTRACTORS, INC.

S. H. Eigel—Executive Manager.

pumping plants, purification plants and storage reservoirs by water public utilities
State Electrical and Safety Code,
Joint Regulations of the Industrial Commission

Of these the electrical and safety code only is enforceable by local departments except that the authorities should be familiar with these codes in a general way.

Local enforcement is desirable and can be accomplished by the passage of an ordinance providing, in addition to the requirements prescribed in the state code, for the enforcement by inspection either as employees of the municipality or of the utility as in the case of some localities. The Industrial commission has prepared and furnishes form ordinances of this type to municipalities for adoption.

The Public Service commission furnishes municipalities and others having need therefor, copies of these regulations upon request.

The Public Service commission is given the authority to regulate the rates and service of railroads and other transportation agencies and public utilities. To carry out this authority this commission is also given broad regulatory powers. It is specifically authorized to prescribe uniform systems of accounting in the railroad business; forms for railroad schedules; regulations for the free transportation of attendants upon shipment of live stock; regulations for charges and the manner of conducting public elevators and public warehouses on railroad grounds; regulations, specifications and standards for the inspection, operation and maintenance of safety devices. (Sec. 195.03). These are only a few of the specific regulatory powers conferred on this commission.

In addition, it has power in regulating public utilities to do all things necessary and convenient in the exercise of its authority. (196.02 (1)). It is also given authority to adopt reasonable rules and regulations relative to all inspections and audits and investigations. (Sec. 196.02 (3)). Enforcement of the laws relating to railroads and public utilities is primarily the duty of the Public Service commission. The commission is required to report violations of these laws to the Attorney General (Sec. 195.07 (1)), who upon request of the commission, or the proper district attorney, is to aid

in any investigation, hearing or trial or necessary actions or proceedings or to punish violations. (Sec. 195.07 (2)).

Department of Agriculture and Markets

This department, as now organized, is a consolidation of four previously existing independent departments: the Department of Agriculture, the Department of Markets, the Dairy and Food commission and the Treasury Agent.

The regulatory powers of the Department of Agriculture and Markets are concerned chiefly with its marketing functions. In this field much of the work of the department is in the giving of information and advice to farmers in connection with their marketing problems. The establishment and enforcement of grades for farm and dairy products is an important function which is designed to aid farmers in securing a better price for their products. In this field the department has order-making powers similar to those of the other regulatory commissions. But in recent years the order-making power of this department has been principally in the field of trade practices and methods of competition. The statute provides that methods of competition in business and trade practices in business shall be fair, and unfair methods of competition and unfair trade practices in business are prohibited. The department is then given the broad power to issue general orders forbidding methods of competition or trade practices in business which are unfair. (Sec. 99.14). In addition, there is a grant of general power to make rules and regulations to discharge all the powers and duties of the department. (Sec. 99.06 (1)). Provision is made for the publication of all general orders. (Sec. 99.24).

The laws and regulations relating to the duties of this department are printed in pamphlet form and copies may be had upon application. Investigation and inspections are made by the commission through its personnel and the enforcement is largely by the department. In some instances, however, local officials are required to assist in the enforcement.

Conservation Commission

While this department cannot be said to be a regulatory commission, such as the other departments above referred to, it has recently been given

important regulatory powers in the administration of the fish and game laws of the state. As a result of a 1933 enactment, the Conservation commission may establish such open and closed seasons for the several varieties of fish and game (with some exceptions) and such bag limits, size limits, rest days and conditions governing the taking of fish and game, as will conserve the fish and game supply and insure to the people of Wisconsin continued opportunities for good fishing, hunting and trapping. The orders issued pursuant to this grant of power may be made either on a state-wide basis or for particular counties, localities or bodies of water. In all cases, however, they must be preceded by public hearings, which may be initiated either by the commission on its own motion or through petitions of interested citizens.

This department, perhaps more so than any other department, is in close direct contact with local units of government. Section 29.07 of the statutes provides that "all sheriffs, deputy sheriffs, coroners and other police officers are ex-officio deputy conservation wardens, and shall assist the state conservation commission and its deputies in the enforcement of this chapter whenever notice of a violation thereof is given to them by the commission or its deputies." As a practical matter, enforcement of our conservation laws has been handled almost entirely by the state commission and its deputies with little need for invoking the assistance of the local officials.

The laws, rules and regulations so adopted are issued in printed pamphlet or booklet form and may be had upon request to the commission.

State Board of Health

The State Board of Health enforces all health laws of the state and has extensive order-making powers. These include the preparation, promulgation, and enforcement of a considerable number of permanent codes in effect throughout the state. In addition state regulations are made to meet emergencies and orders are issued for the abatement of nuisances.

Section 140.05 of the statutes grants to the Board of Health the power "To make and enforce such rules, regulations and governing duties of all health officers and health boards, and as to any subject matter under its supervision, as shall be

necessary to efficient administration and to protect health. . . This statute provides that the rules and regulations of the board shall be published in the official state paper, shall be distributed in pamphlet or leaflet form to all health officers and any citizen requesting same, and shall not be effective until 30 days after publication. Under the broad powers to protect the public health, the board may, and sometimes does, issue emergency orders which take immediate effect. In such cases the board orders all rules to be transmitted promptly and directly to the local health officers who are part of the enforcement machinery.

Like authority to adopt and enforce regulations is given to the board under various chapters, 140 to 160 inclusive, regulating specific trades, professions, and industries. The authority so given the board is in a concise summary of facts that can be quickly executed when necessary without formality or delay that would defeat the purpose or intent of the law. There is one exception—Chapter 145, relating to the licensing and supervision of plumbing. This act provides that the

board after ten days' notice in the official state paper and public hearing shall prescribe, publish and enforce minimum, reasonable standards which shall be uniform so far as practical. Thirty days after publication in the state paper such standards shall have the effect and force of law, be state-wide in application, and shall apply to all types of buildings, private or public, rural or urban, including buildings owned by the state or political subdivisions thereof. This chapter further provides that all plumbing installations shall so far as practical be made to conform with the code. Cities and villages may make additional regulations not in conflict. The act also provides for local supervision of plumbing, water supply and plumbing drainage installations. Such supervisor shall inspect all plumbing installation work and perform such other appropriate duties as may be required by the appointing or governing body. The compensation shall be fixed by the appointing authority and may be removed for cause.

The act further provides that where a system of waterworks or

sewerage, the State Board of Health lished in a township, city, village or metropolitan sewerage district which has not provided for such an officer to supervise plumbing, drainage and sewerage, the State Board of Health shall take immediate and entire control of plumbing, drainage, and sewerage intended to be connected with the public sewer and waterworks and exercise all the powers conferred by this section until such municipalities or districts provide for such supervision.

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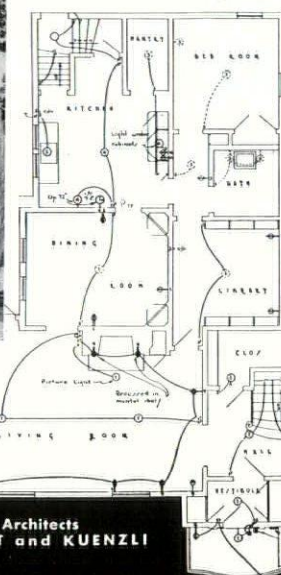
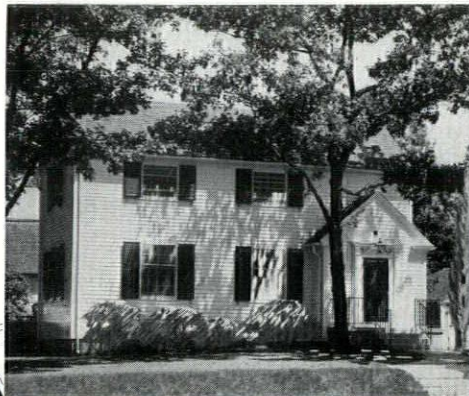
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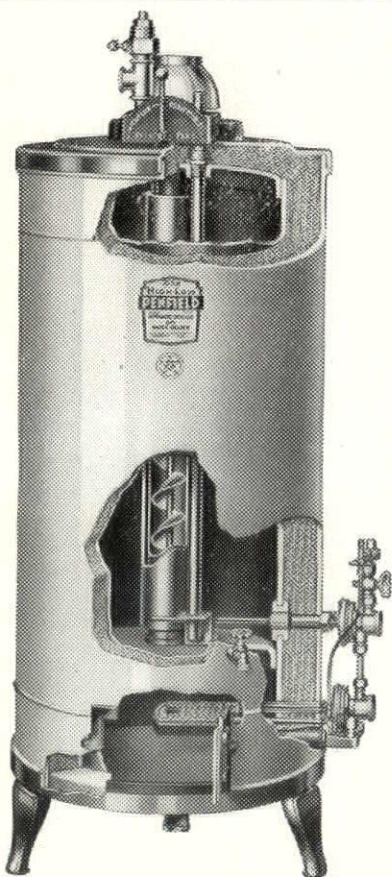
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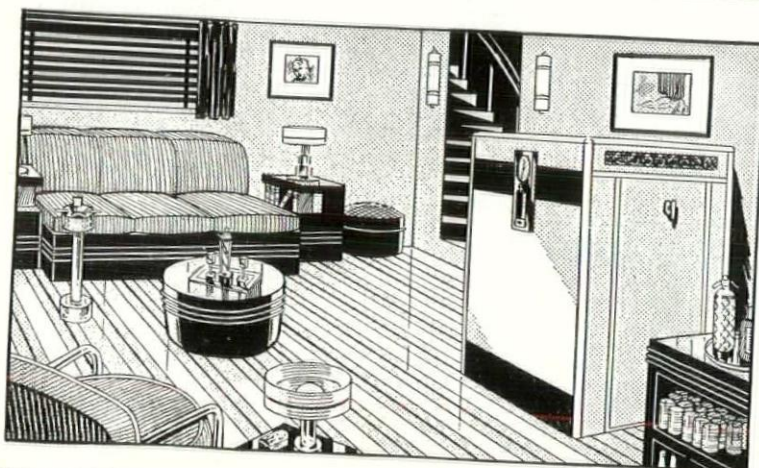
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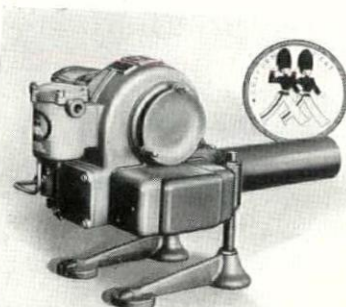
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